

Docket No.: 1405.1035

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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JUN 21 2004

In re the Application of:

Madoka MITSUOKA et al.

Serial No. 09/771,692

Group Art Unit: 3622

Confirmation No. 8152

Filed: January 30, 2001

Examiner: John L. Young

For: ADVERTISING METHOD AND AWARENESS SERVER

AMENDMENT

Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Sir:

This is in response to the Office Action mailed February 20, 2004, and having a period for response set to expire on May 20, 2004. A Petition for a one-month extension of time, along with the requisite fee for same, is filed concurrently herewith, thereby extending the period for response to June 20, 2004.

The following amendments and remarks are respectfully submitted. Reconsideration of the claims is respectfully requested.

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this correspondence is being transmitted via facsimile to: Commissioner for Patents,  
P.O. Box 1450, Alexandria, VA 22313-1450

on June 21, 2004

STAAS & HALSEY

By: Ryan B. Boley

Date: 6/21/04

S&amp;H Form: (10/03)

|   |                                  |                                    |                        |               |                  |
|---|----------------------------------|------------------------------------|------------------------|---------------|------------------|
| <b>REPLY/AMENDMENT<br/>FEE TRANSMITTAL</b>  |                                  | Attorney Docket No.                | 1405.1035              |               |                  |
|   |                                  | Application Number                 | 09/771,692             |               |                  |
|   |                                  | Filing Date                        | January 30, 2001       |               |                  |
|   |                                  | First Named Inventor               | Madoka MITSUOKA et al. |               |                  |
|   |                                  | Group Art Unit                     | 3622                   |               |                  |
| AMOUNT ENCLOSED   | \$ 0                             | Examiner Name                      | John L. Young          |               |                  |
| <b>FEE CALCULATION (fees effective 10/01/03)</b>  |                                  |                                    |                        |               |                  |
| CLAIMS AS AMENDED   | Claims Remaining After Amendment | Highest Number Previously Paid For | Number Extra           | Rate          | Calculations     |
| TOTAL CLAIMS  | 17                               | - 20 =                             | 0                      | X \$ 18.00 =  | \$ 0.00          |
| INDEPENDENT CLAIMS  | 7                                | - 6 =                              | 1                      | X \$ 86.00 =  | \$ 86.00         |
| Since an Official Action set an <u>original</u> due date of <u>May 20, 2004</u> , petition is hereby made for an extension to cover the date this reply is filed for which the requisite fee is enclosed (1 month (\$110); 2 months (\$420); 3 months (\$950); 4 months (\$1,480);  |                                  |                                    |                        |               | \$ 110.00        |
| If Notice of Appeal is enclosed, add (\$330.00)   |                                  |                                    |                        |               |                  |
| If Statutory Disclaimer under Rule 20(d) is enclosed, add fee (\$110.00)  |                                  |                                    |                        |               |                  |
| Information Disclosure Statement (Rule 1.17(p)) (\$180.00)  |                                  |                                    |                        |               |                  |
| Total of above Calculations =   |                                  |                                    |                        |               | \$ 196.00        |
| Reduction by 50% for filing by small entity (37 CFR 1.9, 1.27 & 1.28)   |                                  |                                    |                        |               |                  |
| <b>TOTAL FEES DUE =</b>   |                                  |                                    |                        |               | <b>\$ 196.00</b> |
| (1) If entry (1) is less than entry (2), entry (3) is "0".<br>(2) If entry (2) is less than 20, change entry (2) to "20".<br>(4) If entry (4) is less than entry (5), entry (6) is "0".<br>(5) If entry (5) is less than 3, change entry (5) to "3".  |                                  |                                    |                        |               |                  |
| <b>METHOD OF PAYMENT</b>  |                                  |                                    |                        |               |                  |
| <input type="checkbox"/> Check enclosed as payment.<br><input checked="" type="checkbox"/> Charge "TOTAL FEES DUE" to the Deposit Account No. below.<br><input type="checkbox"/> No payment is enclosed and no charges to the Deposit Account are authorized at this time (unless specifically required to obtain a filing date).   |                                  |                                    |                        |               |                  |
| <b>GENERAL AUTHORIZATION</b>  |                                  |                                    |                        |               |                  |
| <input checked="" type="checkbox"/> If the above-noted "AMOUNT ENCLOSED" is not correct, the Commissioner is hereby authorized to credit any overpayment or charge any additional fees necessary to:<br>Deposit Account No. <u>19-3935</u><br>Deposit Account Name <u>STAAS &amp; HALSEY LLP</u>  |                                  |                                    |                        |               |                  |
| <input checked="" type="checkbox"/> The Commissioner is also authorized to credit any overpayments or charge any additional fees required under 37 CFR 1.16 (filing fees) or 37 CFR 1.17 (processing fees) during the prosecution of this application, including any related application(s) claiming benefit hereof pursuant to 35 USC § 120 (e.g., continuations/divisionals/CIPs under 37 CFR 1.53(b) and/or continuations/divisionals/CPAs under 37 CFR 1.53(d)) to maintain pendency hereof or of any such related application. |                                  |                                    |                        |               |                  |
| <b>SUBMITTED BY: STAAS &amp; HALSEY LLP</b>   |                                  |                                    |                        |               |                  |
| Typed Name  | <u>Ryan Rafferty</u>             |                                    |                        | Reg. No.      | 55,556           |
| Signature   | <u>Ryan Rafferty</u>             |                                    |                        | June 21, 2004 |                  |

**CERTIFICATE OF FACSIMILE TRANSMISSION**

I hereby certify that this correspondence is being transmitted via facsimile to: Commissioner for Patents,  
 P.O. Box 1450, Alexandria, VA 22313-1450

on June 21, 2004

STAAS & HALSEY Ryan Rafferty

By: Ryan Rafferty

Date: 6/21/04